

GENERAL FACT SHEET

BILL NUMBER

APPROVAL DEADLINE

REASON

To approve an advertising contract for electronic signs at Pershing.

DETAILS

POSITIONS/RECOMMENDATIONS

<p>Approving an advertising agreement between Pershing Auditorium and Pinnacle Bank for two exterior animated programmable electronic message systems located at 16th and M Street and 15th and N Street on the grounds of the auditorium and one interior animated programmable electronic message system located at the auditorium facility at 226 Centennial Mall South. This agreement is a two year term commencing on August 1, 2012 and terminating on July 31, 2014, for a total amount of \$15,000.</p>	Sponsor	Finance Department/Pershing Auditorium
	Program Departments, or Groups Affected	Pershing Auditorium and Contracted Advertisers
	Applicants/Proponents	<p>Applicant: Steve Hubka</p> <p>City Department: Finance Department</p> <p>Other:</p>
<p>Discussion (Including Relationship to other Council Actions)</p>	Opponents	<p>Groups or Individuals: No Known opposition.</p> <p>Basis of Opposition:</p>
	Staff Recommendations	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against
	Board or Commission Recommendation	<p>BY</p> <input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> No Action Taken <input type="checkbox"/> For with revisions or conditions (See Details column for conditions)
	CITY COUNCIL ACTIONS (For Council Use Only)	<input type="checkbox"/> Pass <input type="checkbox"/> Pass (As Amended) <input type="checkbox"/> Council Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not Pass

DETAILS**POLICY/PROGRAM IMPACT**

	POLICY OR PROGRAM CHANGE	<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	
	OPERATIONAL IMPACT ASSESSMENT		
	FINANCES		
	COST AND REVENUE PROJECTIONS	COST of total project: COST of this Ordinance/Resolution	
		RELATED annual operating costs	
		INCREASED REVENUE EXPECTED: \$15,000 received over a two year term	
	SOURCE OF FUNDS	CITY [Approximately]	
_____		\$ _____ %	
_____		\$ _____ %	
_____		\$ _____ %	
NON CITY [Approximately]			
_____		\$ _____ %	
		_____	\$ _____ %
BENEFIT COST			
<input type="checkbox"/> Front Foot		Average Assessment	
<input type="checkbox"/> Square Foot		\$ _____	\$ _____

APPLICABLE DATES:

FACT SHEET PREPARED BY:

REVIEW BY: Steve Hubka, Finance Director

REFERENCE NUMBER: